FleshLight U.S. Increased Their Conversions By 70% & Increased Their Revenue By 61% Through Shopping Campaigns

FleshLight U.S. is the world's leading male sex toy company that caters to every unique and custom preference for couples or singles as well as for the LGBTQ community that deliver in discreet packaging.

FleshLight U.S. knew there were more techniques they could apply to increase their conversions and revenue for their U.S. e-Commerce website, but having to balance and manage eight e-Commerce websites around the world, they knew they needed an extra pair of hands to help them achieve those increase in results. FleshLight U.S. teamed up with KlientBoost to guide them in techniques such as smart bidding, N-Gram scripts, shopping campaigns, and experiment campaigns **that led to a 70% increase in conversions, 41% increase in conversion rate, and a 61% increase in revenue, while decreasing their CPA by 6%.**

How We Did It:

- Smart Bidding

- Experiment Campaigns

- Shopping Campaigns

- N-Gram Scripts

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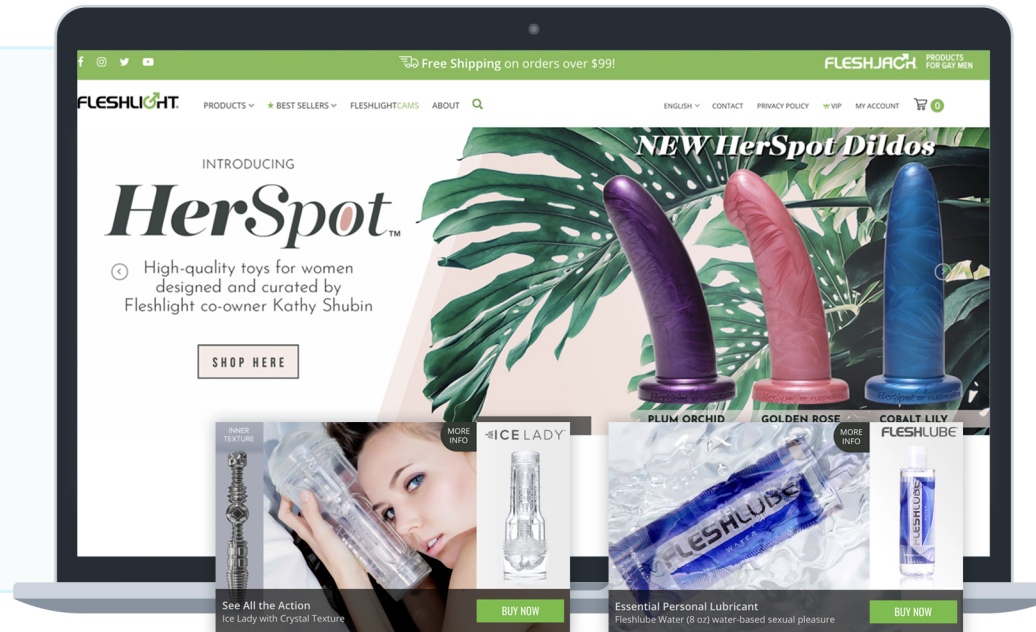
KlientBoost was brought on board to manage Google AdWords for our eight e-commerce websites. Most of their projections involve: keyword & placement research, managing multi-channel PPC networks, ongoing PPC auditing, competitor research, ad split testing, conversion review, proper audience targeting, keyword & geo granularity, bid management execution and analytics reporting. Our top goal for any campaign that we run is always to ensure that our return on ad spend is sufficient enough (for us, at least a 3.0) to justify the expenditure. It was a long-term goal, but KlientBoost has been able to help us achieve that goal this year. Because we measure results on at least a monthly basis, they're able to test for a sufficient period of time but not long enough to do any financial harm if the campaign doesn't succeed, and then adjust as needed. This speed has allowed us to take small but measured steps toward our goal, which we've now surpassed.

Daniel Harvell - Marketing Director | FleshLight

The Results

⬆ **70%**
Increase in Conversions

⬆ **61%**
Increase in Revenue

⬆ **42%**
Increase in Conversion Rate

⬇ **5%**
Decrease in CPA